

## PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		AUG. 8-14, 1988			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		C H I L D R E N										
								PERS	WOMEN			18-	18-	25-	35-	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11							
EVENING																																		
A DIFFERENT WORLD(R)																																		
THU	8.30P	30	NBC	6	A	17.4	33	1542	1627	294	248	75	716	317	477	396	279	193	430	211	305	242	171	95	192	117	289	190						
	208	99	CS	41	B	16.7	33	1480	1644	301	256	103	731	331	498	412	281	192	435	219	315	250	164	94	199	123	278	184						
					C	22.7	38	2007	1761	338	283	100	805	326	521	448	328	237	456	202	308	266	190	118	204	116	295	192						
ABC MONDAY NIGHT MOVIE(R)																																		
MON	8.00P	180	ABC	2	A	11.1	20	983	1455	338	263	51^	832	252	454	419	401	322	450	126	230	242	245	177	68	37^	105	68						
	208	99	FF	18	B	10.5	19	930	1481	342	265	57	830	269	468	429	388	304	467	145	253	254	236	168	70	42^	113	72						
					C	14.8	24	1308	1587	325	257	82	814	272	489	456	398	264	547	194	336	319	267	166	109	58	118	72						
HOLLYWOOD WIVES, PT. 2																																		
	8.00 - 8.30				A	8.8	17	780	1384	349	271	45^	848	234	458	444	420	331	394	81^	181	206	234	166	62^	31^	80^	44^						
	8.30 - 9.00				A	9.9	18	877	1402	346	265	40^	835	241	449	437	420	323	413	102	199	221	240	171	62^	33^	92	63^						
	9.00 - 9.30				A	10.8	19	957	1478	348	271	50^	845	266	471	426	406	321	448	126	232	243	254	176	67	39^	119	72						
	9.30 - 10.00				A	11.5	20	1019	1487	337	265	55^	842	262	466	413	402	325	456	133	233	245	245	181	72	43^	117	73						
	10.00 - 10.30				A	12.4	22	1099	1494	337	260	57^	831	256	453	406	394	323	480	142	255	259	252	184	72	39^	111	74						
	10.30 - 11.00				A	13.1	24	1161	1472	322	251	54^	805	249	438	401	376	312	488	153	263	264	243	184	73	35^	106	75						
ABC NFL PRE-SEASON FTBL(S)																																		
SAT	8.00P	185	ABC		A	7.3	16	647	1497	199	166	25^	504	132	265	245	236	203	827	254	518	501	410	259	82^	19^	85^	56^						
	210	97	SE																															
WASHINGTON VS MIAMI																																		
	8.00 - 8.30				A	6.9	16	611	1511	203	158	20^	558	116	264	251	257	257	765	210	458	460	371	259	88^	10^	100^	69^						
	8.30 - 9.00				A	7.3	17	647	1475	201	170	14^	496	125	261	240	230	199	793	234	494	476	390	252	87^	21^	99	69^						
	9.00 - 9.30				A	7.0	15	620	1449	172	155	17^	467	119	238	217	216	197	834	239	525	504	426	258	71^	17^	77^	54^						
	9.30 - 10.00				A	6.6	14	585	1500	181	153	24^	517	128	248	226	230	236	854	248	510	479	427	295	65^	17^	64^	46^						
	10.00 - 10.30				A	8.0	17	709	1492	207	174	36^	487	150	279	260	231	170	847	286	554	529	416	243	79^	23^	78^	47^						
	10.30 - 11.00				A	8.4	18	744	1481	209	174	33^	475	135	276	252	239	169	828	276	532	519	409	246	90	23^	88	53^						
	11.00 - 11.30				A	7.5	16	665	1423	217	173	40^	493	157	293	265	231	170	767	271	495	487	379	212	93^	23^	70^	46^						
ABC SUNDAY NIGHT MOVIE(R)																																		
SUN	9.00P	120	ABC	6	A	10.2	18	904	1624	328	276	86	736	293	504	436	347	195	580	244	412	384	269	128	133	67^	175	116						
	208	97	FF	24	B	10.7	19	948	1619	316	259	71	752	269	474	429	359	229	608	232	399	371	286	166	110	52	150	98						
					C	13.2	22	1167	1709	321	261	82	749	270	478	442	363	217	677	259	458	435	337	166	131	56	152	98						
A BUNNY'S TALE																																		
	9.00 - 9.30				A	9.1	16	806	1659	315	264	77^	728	287	479	404	327	220	621	263	440	409	285	142	123	59^	188	124						
	9.30 - 10.00				A	10.3	18	913	1618	313	262	86	718	286	487	418	333	195	590	250	423	397	272	125	133	68^	177	114						
	10.00 - 10.30				A	10.7	19	948	1636	342	289	94	750	303	526	460	359	183	571	242	408	381	269	124	146	73	169	108						
	10.30 - 11.00				A	10.7	20	948	1589	337	286	87	748	296	520	457	365	186	542	223	381	352	254	124	128	68	170	119						
ABC THURSDAY NIGHT MOVIE(R)																																		
THU	8.00P	120	ABC	5	A	7.7	15	682	1503	289	219	78^	795	244	414	386	363	326	492	156	279	279	243	165	75^	40^	142	77^						
	208	99	FF	9	B	8.0	15	707	1520	290	211	59	819	192	368	367	406	385	528	154	276	272	254	210	68	36^	105	66						
					C	8.7	16	771	1540	290	214	66	812	209	392	385	397	356	521	170	295	284	245	189	88	46	120	81						
KRAMER VS. KRAMER																																		
	8.00 - 8.30				A	6.9	14	611	1483	277	213	79^	785	207	406	396	385	326	496	130	264	275	273	172	68^	35^	134	64^						
CONT'D																																		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# 12 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS				LOH 18-49 W/CH					WOMEN					MEN					TEENS		CHILDREN	
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17
EVENING CONT'D																															
ABC THURSDAY NIGHT MOVIE-CONT'D																															
	8.30 - 9.00				A	7.4	14	656	1542	295	223	77^	808	251	429	392	371	324	489	152	280	280	243	166	79^	42^	166	88^			
	9.00 - 9.30				A	7.9	15	700	1519	290	222	77^	796	253	417	379	356	328	498	164	287	287	238	168	76^	43^	149	89^			
	9.30 - 10.00				A	8.6	16	762	1469	293	216	78^	791	259	403	378	344	326	485	173	285	274	225	156	74^	40^	119	66^			
ALF(R)																															
MON	8.00P	60	NBC	7	A	14.6	27	1294	1721	316	275	88	676	326	484	385	246	165	486	267	392	323	186	67	178	80	381	250			
	202	98	CS	43	B	13.3	26	1182	1722	302	257	94	692	327	485	388	261	175	493	259	390	324	197	74	175	96	361	231			
	8.00 - 8.30				C	17.0	28	1511	1869	307	260	99	719	312	499	431	295	180	509	247	393	336	217	90	219	106	422	273			
	8.30 - 9.00				A	13.5	26	1196	1727	307	268	88	686	329	475	377	236	182	494	269	396	332	189	68	181	83	365	245			
					A	15.6	28	1382	1727	326	283	88	672	326	495	394	257	151	483	267	392	317	185	66	176	79	397	255			
AMEN(R)																															
SAT	9.30P	30	NBC	6	A	13.1	26	1161	1587	299	201	60	850	193	397	381	399	405	437	120	214	198	200	185	118	75	182	131			
	197	93	CS	40	B	13.8	29	1226	1589	285	211	75	836	240	427	384	360	361	428	124	222	204	196	174	126	75	199	144			
					C	16.6	30	1470	1697	312	231	70	861	242	429	402	377	375	468	147	242	228	209	189	150	93	217	153			
AMERICA'S MOST WANTED																															
SUN	8.00P	30	FOX	7	A	7.9	16	700	1728	397	362	130	706	334	536	440	298	129	664	322	523	432	294	110	142	72^	216	120			
	128	87	OP	19	B	6.8	14	605	1689	331	294	106	686	321	505	406	284	148	667	335	525	436	284	107	142	71	194	119			
					C	6.5	12	575	1737	349	305	108	708	327	523	426	303	149	665	324	525	447	296	102	171	84	193	110			
BEST OF TV BLOOPERS-JOKES(R)																															
					A	7.5	17	665	1570	259	209	92^	787	239	413	387	354	303	507	138	271	268	251	199	116	69^	160	121			
FRI																															
	8.00P	60	NBC	6	B	7.6	17	676	1567	242	188	81	736	220	393	370	346	287	542	189	315	295	257	182	133	65	156	106			
	191	94	CV	12	C	8.1	18	716	1574	237	185	70	735	221	389	365	339	290	535	187	314	283	243	183	134	71	171	116			
	8.00 - 8.30				A	7.4	17	656	1553	251	196	93^	781	227	396	378	347	314	513	134	267	253	249	214	108	65^	152	112			
	8.30 - 9.00				A	7.7	17	682	1565	263	218	90^	784	247	424	391	357	289	494	141	272	278	251	181	122	72^	166	128			
BILL COSBY SHOW(R)																															
THU	8.00P	30	NBC	7	A	17.5	35	1551	1582	279	233	79	738	290	442	362	281	255	442	199	289	233	179	125	165	102	238	155			
	213	99	CS	47	B	16.4	33	1452	1627	297	252	93	749	304	473	399	292	238	453	211	306	249	175	119	176	107	250	162			
					C	24.4	42	2163	1763	326	267	89	823	298	490	431	341	285	480	188	298	265	207	149	177	99	283	183			
BLACKIE'S MAGIC(R)																															
FRI	9.00P	60	NBC	3	A	7.1	14	629	1626	307	242	83^	852	230	469	464	438	303	557	133	296	302	294	218	81^	46^	137	107			
	193	96	SM	3	B	7.0	14	623	1619	263	198	80	778	208	421	420	392	294	569	143	297	306	296	222	110	44^	161	108			
	9.00 - 9.30				C	7.0	14	623	1619	263	198	80	778	208	421	420	392	294	569	143	297	306	296	222	110	44^	161	108			
	9.30 - 10.00				A	6.8	14	602	1593	295	232	80^	846	235	452	444	423	312	548	119	277	300	297	222	70^	39^	129	102^			
					A	7.4	15	656	1656	318	251	86^	857	226	484	483	451	294	566	145	314	305	291	214	90^	53^	144	113			
CAGNEY & LACEY(R)																															
THU	10.00P	60	CBS	5	A	7.9	15	700	1459	297	204	68^	797	227	392	408	377	330	468	160	227	231	183	196	87^	41^	106	56^			
	202	97	OP	5	B	7.6	15	672	1468	282	202	68	801	223	400	394	372	332	477	148	248	245	206	188	81	39^	110	66			
	10.00 - 10.30				C	7.6	15	672	1468	282	202	68	801	223	400	394	372	332	477	148	248	245	206	188	81	39^	110	66			
	10.30 - 11.00				A	7.7	15	682	1447	298	203	72^	782	218	386	405	376	318	465	164	227	232	178	191	93	44^	107	54^			
					A	8.2	16	727	1453	293	203	63^	802	233	394	407	374	336	465	155	224	228	186	199	81^	38^	105	57^			
CAVANAUGHS																															
MON	8.30P	30	CBS	1	A	7.5	14	665	1420	282	220	52^	818	210	390	387	359	383	447	115	199	202	183	223	62^	26^	93^	60^			
	204	98	CS	1	B	7.5	14	665	1420	282	220	52^	818	210	390	387	359	383	447	115	199	202	183	223	62^	26^	93^	60^			
					C	7.5	14	665	1420	282	220	52^	818	210	390	387	359	383	447	115	199	202	183	223	62^	26^	93^	60^			
CBS FRIDAY MOVIE(R)																															
CONT'D					A	9.7	20	859	1720	260	185	69^	648	227	376	361	308	216	638	253	390	374	293	200	168	66^	265	151			

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# 14 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			W O M E N					M E N					T E E N S		C H I L D R E N		
#STNS	CVG%	TYPE	PERS	WOMEN		LOH 18-49 W/CH											TOT.	FEM.	TOT.	TOT.						
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	6-11
EVENING CONT'D																										
CBS FRIDAY MOVIE(R)-CONT'D																										
FRI	8.30P	150	CBS	7	B	8.4	17	743	1544	279	193	69	768	204	374	379	378	330	547	163	286	291	270	214	81	36^
	198	97	FF	10	C	8.9	18	788	1576	275	199	70	767	215	389	387	373	316	537	169	290	286	259	202	100	48
ANY WHICH WAY YOU CAN																										
	8.30 - 9.00				A	6.9	15	611	1768	266	191	95^	698	244	402	376	323	238	584	247	365	345	252	179	163	65^
	9.00 - 9.30				A	8.8	18	780	1718	283	196	69^	687	235	393	384	332	229	626	260	380	371	277	198	151	59^
	9.30 - 10.00				A	10.6	21	939	1703	272	195	57^	649	225	379	374	314	212	635	253	383	377	291	198	168	67^
	10.00 - 10.30				A	11.1	22	983	1731	248	181	65	623	228	369	351	289	203	661	252	407	390	316	200	180	71
	10.30 - 11.00				A	11.0	22	975	1710	240	168	70	618	213	355	332	294	211	667	255	406	381	311	217	174	68
CBS SUMMER PLAYHOUSE					A	6.2	12	549	1462	229	161	72^	773	172	315	334	340	386	488	164	260	257	205	180	78^	46^
TUE	8.00P	60	CBS	7	B	6.2	12	549	1451	262	196	70	782	211	370	353	344	357	451	142	249	246	211	167	78	44^
	199	93	FF	8	C	6.4	12	565	1459	263	194	67	777	206	362	349	345	359	460	143	252	249	217	171	78	44^
WHATTLEY BY THE BAY/SNIFF																										
	8.00 - 8.30				A	6.2	13	549	1489	215	152	82^	777	182	316	324	325	395	488	167	261	246	190	187	86^	52^
	8.30 - 9.00				A	6.1	12	540	1458	247	172	63^	780	165	320	350	361	383	496	164	263	272	224	175	72^	41^
CBS SUNDAY MOVIE(R)					A	13.7	25	1214	1511	277	188	60	782	189	367	376	383	343	561	156	304	315	300	212	69	36^
SUN	9.00P	120	CBS	7	B	12.7	23	1123	1549	299	197	53	830	177	363	380	420	389	574	126	260	276	296	264	62	33
	210	99	FF	44	C	16.2	26	1434	1633	330	233	59	858	213	424	427	433	362	611	153	305	313	319	253	78	37
NEWS AT ELEVEN																										
	9.00 - 9.30				A	13.2	24	1170	1509	284	192	56	788	178	353	375	389	361	553	131	281	291	299	234	61	26^
	9.30 - 10.00				A	13.5	24	1196	1518	282	195	66	795	197	374	387	388	347	556	156	301	314	294	210	68	35^
	10.00 - 10.30				A	13.8	24	1223	1499	274	185	60	777	187	368	379	380	336	555	162	310	322	299	196	70	37^
	10.30 - 11.00				A	14.2	26	1258	1528	272	183	56	774	194	373	367	377	331	583	173	326	336	309	209	78	45^
CHEECH SHOW(S)					A	9.8	21	868	1582	266	206	78	798	249	433	372	322	332	396	161	239	199	151	136	140	89
SAT	8.30P	30	NBC																							
	195	92	CS																							
CHEERS(R)																										
THU	9.00P	30	NBC	6	A	18.1	34	1604	1575	303	261	88	685	307	463	383	268	183	511	247	367	301	197	117	166	95
	209	99	CS	45	B	16.9	32	1493	1605	320	274	107	715	328	499	417	280	178	514	252	382	318	204	106	169	93
					C	22.0	36	1948	1677	346	291	107	783	334	524	459	321	214	530	235	372	330	229	125	165	88
CIRCUS OF THE STARS(S,R)																										
TUE	9.00P	120	CBS		A	15.1	27	1338	1753	228	163	71	778	213	367	356	345	352	483	145	260	255	233	180	156	93
	209	99	GV																							
	9.00 - 9.30				A	11.8	21	1045	1690	229	166	70	785	200	357	352	343	372	470	124	243	240	233	188	135	87
	9.30 - 10.00				A	14.7	26	1302	1741	238	172	76	780	218	366	356	338	351	470	134	249	250	233	176	154	96
	10.00 - 10.30				A	16.8	29	1488	1787	226	160	77	777	218	374	362	348	343	491	156	265	259	231	180	161	91
	10.30 - 11.00				A	17.2	32	1524	1762	220	155	61	767	211	365	350	348	345	492	156	276	266	235	176	166	95
DISNEY SUNDAY MOVIE(R)					A	5.2	11	461	1695	225	175	76^	619	216	358	336	261	232	620	204	395	375	299	175	126^	42^
CONT'D																										

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

## 16 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															TEEN S				CHILDREN	
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S					CHILDREN		
#STNS	CVG%	TYPE										18-	18-	25-	35-		18-	18-	25-	35-		TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 11				
EVENING CONT'D																													
DISNEY SUNDAY MOVIE(R)-CONT'D																													
SUN	7.00P	60	ABC	7	B	5.5	12	484	1673	221	168	75	623	215	351	333	280	230	586	212	373	350	279	176	117	47A	346	215	
	215	99	FF	41	C	9.1	16	810	1957	268	223	99	701	275	471	424	321	192	587	239	425	397	289	123	192	95	478	304	
TIGER TOWN																													
	7.00 - 7.30				A	5.1	11	452	1728	226	172	74A	649	214	367	350	278	253	644	198	390	375	313	199	119A	44A	315	200	
	7.30 - 8.00				A	5.2	11	461	1695	229	182	79A	601	223	356	329	250	216	607	213	408	382	291	156	135A	41A	352	210	
DUET(R)																													
SUN	10.00P	30	FOX	6	A	2.8	5	248	1827	318	290	81A	693	368	579	464	273	102A	696	446	614	404	200A	81A	154A	119A	285	209A	
	122	84	CS	6	B	3.3	6	292	1601	317	283	107A	667	343	513	399	260	125	566	313	465	346	204	78A	163	100A	205	135	
					C	3.3	6	292	1601	317	283	107A	667	343	513	399	260	125	566	313	465	346	204	78A	163	100A	205	135	
FACTS OF LIFE(R)																													
SAT	8.00P	30	NBC	7	A	9.5	22	842	1509	237	182	73A	757	246	404	341	293	318	390	143	230	201	163	137	128	85	235	162	
	200	96	CS	43	B	9.4	22	835	1531	269	211	77	783	253	421	353	301	324	390	134	225	196	167	141	149	98	209	147	
					C	12.9	25	1139	1674	296	232	76	818	262	433	375	316	343	434	153	249	224	186	154	170	110	251	169	
FAMILY TIES(R)																													
SUN	8.00P	30	NBC	7	A	8.0	16	709	1630	293	263	82A	690	297	472	388	266	175	448	230	324	268	168	90	201	109	292	203	
	207	97	CS	47	B	8.5	18	751	1624	314	268	75	706	305	485	385	285	183	488	245	363	293	194	96	178	107	251	171	
					C	15.3	25	1353	1839	360	310	96	777	354	545	455	310	189	561	274	417	354	233	106	209	119	292	196	
48 HOURS(R)																													
					A	8.8	17	780	1488	249	187	51A	670	184	330	329	298	281	645	196	371	371	295	221	63A	23A	111	62A	
THU	8.00P	60	CBS	6	B	7.9	16	701	1533	270	200	56	758	190	366	366	357	331	594	164	317	326	293	224	67	32A	114	66	
	208	99	DN	19	C	8.8	16	775	1531	263	187	59	760	173	344	358	366	351	602	153	305	314	302	246	67	27A	103	57	
ILLEGAL DRUGS																													
	8.00 - 8.30				A	8.3	16	735	1473	236	174	48A	669	173	323	318	298	296	626	183	352	347	279	228	60A	24A	118	66A	
	8.30 - 9.00				A	9.3	18	824	1501	260	199	54A	670	194	337	339	299	268	662	208	388	393	309	215	65A	21A	104	58A	
FRANK'S PLACE(R)																													
SAT	8.30P	30	CBS	5	A	6.0	13	532	1487	301	222	79A	809	230	416	388	358	345	491	121	242	262	247	209	69A	35A	118A	66A	
	202	95	CS	5	B	5.2	12	457	1457	276	211	66A	761	223	389	361	326	329	540	153	288	298	260	213	54A	26A	101	66A	
					C	5.2	12	457	1457	276	211	66A	761	223	389	361	326	329	540	153	288	298	260	213	54A	26A	101	66A	
FULL HOUSE(R)																													
FRI	8.30P	30	ABC	7	A	9.9	21	877	1615	283	224	84	709	271	419	371	275	244	391	157	255	220	174	105	197	135	317	224	
	193	95	CS	24	B	9.4	21	833	1601	262	204	84	733	251	412	353	292	280	406	157	253	219	169	123	165	102	298	203	
					C	10.4	20	918	1650	272	214	93	756	264	428	386	301	285	409	163	257	234	174	122	164	103	320	210	
FULL HOUSE-TUE.(R)																													
TUE	8.30P	30	ABC	4	A	15.3	29	1356	1629	323	272	112	779	365	523	426	284	211	337	152	234	187	129	90	176	107	339	232	
	216	98	CS	4	B	13.0	24	1154	1635	341	292	108	750	364	525	413	272	186	381	187	278	228	148	83	194	126	309	209	
					C	13.0	24	1154	1635	341	292	108	750	364	525	413	272	186	381	187	278	228	148	83	194	126	309	209	
FUNNY PEOPLE																													
WED	9.00P	60	NBC	3	A	9.4	18	833	1665	246	210	102	702	303	471	397	280	198	554	258	407	397	244	102	157	66A	253	180	
	204	99	CV	3	B	9.6	18	851	1618	265	227	93	705	265	449	395	295	224	546	232	387	365	250	118	158	72	210	148	
	9.00 - 9.30				C	9.6	18	851	1618	265	227	93	705	265	449	395	295	224	546	232	387	365	250	118	158	72	210	148	
	9.30 - 10.00				A	8.7	16	771	1658	233	197	100	697	300	459	385	266	205	558	244	402	398	258	109	159	68A	243	169	
					A	10.1	19	895	1671	258	221	104	706	307	481	407	291	192	550	270	411	396	231	96	155	65A	261	189	
GARRY SHANDLING SHOW(R)																													
SUN	9.00P	30	FOX	7	A	5.2	9	461	1846	371	350	96A	700	379	564	417	252	120A	728	492	649	423	213	63A	195	124A	223	152	
					B	4.5	9	400	1698	303	271	102	660	337	483	360	236	152	614	370	522	366	207	78A	172	84	252	178	
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.





AUG. 8-14, 1988

[illegible]

<sup>22</sup> PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.





AUG. 8-14, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	AUG. 8-14, 1988																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
								PERS (2+)	WOMEN			18- 49	18- 24	25- 34	35- 44	45+	18- 24	25- 34	35- 44	45+	TOTAL	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
#STNS	CVG%	TYPE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

28 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		TEEN S		CHILDREN	
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN 18+	LOH 18-49 W/CH <3	W O M E N					M E N					TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11								
													18-49	18-34	18-49	25-34	35-44	18-34	18-49	25-34	35-44	18-34					18-49	25-34	35-44					
EVENING CONT'D																																		
THIRTSOMETHING(R)-CONT'D																																		
10.00 - 10.30										A	9.4	16	833	1442	377	316	90	800	392	581	516	322	164	426	204	316	279	183	88	92	62	123	81	
10.30 - 11.00										A	9.4	18	833	1382	371	303	69	770	376	553	509	314	159	427	202	312	280	180	89	89	54	96	59	
TOUR OF DUTY(R)										A	7.6	16	673	1672	208	158	90	662	248	409	377	290	202	647	271	435	422	287	173	147	56	215	134	
SAT 9.00P 60 CBS 5										B	6.8	14	601	1649	238	197	100	638	252	416	373	281	182	694	286	472	457	309	180	123	43	194	116	
204 96 GD 19										C	7.9	15	697	1751	254	210	87	655	243	419	381	300	191	730	294	515	492	342	171	155	52	211	142	
9.00 - 9.30										A	7.0	14	620	1641	210	155	85	681	234	406	377	310	220	636	249	407	399	290	189	143	59	181	109	
9.30 - 10.00										A	8.2	17	727	1698	206	161	94	647	260	412	377	272	187	656	291	459	441	284	159	150	54	245	155	
TRACEY ULLMAN SHOW(R)										A	4.2	7	372	1853	354	314	99	716	345	545	426	294	148	721	485	650	426	222	53	218	123	197	133	
SUN 9.30P 30 FOX 6										B	4.3	8	382	1642	301	269	111	652	339	483	356	232	146	567	342	493	346	193	56	202	103	221	150	
123 86 CS 6										C	4.3	8	382	1642	301	269	111	652	339	483	356	232	146	567	342	493	346	193	56	202	103	221	150	
20/20										A	11.9	24	1054	1462	275	181	72	823	202	367	382	396	382	474	119	238	237	237	209	61	40	104	74	
FRI 10.00P 60 ABC 7										B	12.3	25	1087	1529	281	207	79	805	216	400	401	385	344	523	148	286	288	265	197	78	47	123	82	
205 97 DN 45										C	12.3	23	1094	1578	293	214	81	805	222	421	425	396	318	581	169	330	342	294	198	82	42	111	71	
10.00 - 10.30										A	11.9	23	1054	1479	277	187	74	819	210	371	386	384	374	471	121	239	237	230	209	69	44	120	87	
10.30 - 11.00										A	11.8	24	1045	1458	275	176	70	834	196	365	381	412	394	482	118	239	240	245	212	53	37	90	62	
21 JUMP STREET(R)										A	5.8	12	514	1678	381	351	107	722	356	568	404	315	118	545	318	457	325	199	74	181	87	229	136	
SUN 7.00P 60 FOX 7										B	5.1	11	452	1590	321	279	80	687	329	523	387	300	130	539	302	433	308	210	80	183	100	181	117	
131 87 OP 48										C	5.4	10	479	1715	344	299	86	698	342	532	417	300	125	536	306	434	321	204	75	248	138	233	148	
7.00 - 7.30										A	5.3	12	470	1634	381	351	91	711	331	561	403	337	116	529	303	436	303	197	78	170	77	224	133	
7.30 - 8.00										A	6.2	13	549	1742	386	356	122	744	383	582	412	300	121	567	336	481	348	203	72	194	98	236	142	
WEREWOLF(R)										A	1.4	3	124	1777	282	259	50	625	368	521	443	220	94	684	406	547	413	236	112	215	84	254	220	
SUN 10.30P 30 FOX 7										B	1.4	3	128	1587	299	266	53	556	263	417	353	260	105	660	360	538	419	253	102	202	84	168	107	
84 67 SM 15										C	1.5	3	134	1510	290	249	59	563	237	402	347	264	129	615	294	462	392	272	109	184	84	149	96	
WHO'S THE BOSS?(R)										A	14.5	29	1285	1627	316	269	104	779	333	508	414	301	236	401	171	265	201	164	120	159	94	288	187	
TUE 8.00P 30 ABC 6										B	13.4	26	1186	1629	316	267	100	741	333	498	395	277	204	444	217	313	252	171	103	174	114	270	175	
217 99 CS 42										C	18.9	31	1678	1717	333	282	98	755	333	506	425	292	208	459	213	324	279	193	104	209	118	294	197	
WISEGUY(R)										A	12.5	24	1108	1576	276	210	72	800	238	436	430	374	302	554	188	321	311	262	191	111	48	111	73	
WED 9.00P 120 CBS 6										B	11.1	21	981	1586	279	215	74	779	236	439	420	372	281	583	212	353	336	272	182	107	46	117	78	
207 98 OP 8										C	11.4	22	1013	1595	275	212	74	780	238	441	414	369	282	599	213	357	342	284	192	99	42	117	78	
9.00 - 9.30										A	10.8	20	957	1535	266	200	63	821	226	414	424	380	334	531	165	277	275	243	206	81	41	101	62	
9.30 - 10.00										A	11.9	22	1054	1556	279	211	66	807	238	430	433	370	313	552	178	309	310	267	193	95	41	101	65	
10.00 - 10.30										A	13.7	26	1214	1597	278	212	77	791	243	448	434	375	285	562	198	341	330	270	182	122	49	122	80	
10.30 - 11.00										A	13.6	27	1205	1607	280	215	78	786	242	446	428	371	284	567	204	347	321	267	188	137	59	117	80	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18- 49		W O M E N						M E N					T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
											TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	MALE 12- 17	FEM. 12- 17	TOT. 12- 17	TOT. 2- 6	MALE 6- 11	FEM. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
EARLY EVENING NEWS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																</

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		TEENS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
DAY	TIME	DUR	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN				W O M E N					M E N					MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
											18- 18+	25- 49	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
LATE FRINGE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

CONT'D





## PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

PROGRAM NAME  DAY      TIME      DUR      NET      NO. #STNS    CVG%    TYPE    T/C						KEY	HOUSEHOLD AUDIENCES  AVG.      AVG. AUD.      SH      AUD. %      %      0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL		WORKING WOMEN				W O M E N						M E N						T E E N S	
										PERS		18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-		
									(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17	
LATE FRINGE CONT'D																													
LATE SHOW-FOX-CONT'D																													
11.30 - 12.00						A	1.5	5	136	1333	255	233^	180^	161^	537	288	420	393	418	313	151^	487	272	396	363	394	349	114^	76^
12.00 - 12.30						A	1.2	4	103	1392	262^	236^	182^	172^	563	317^	423	395	423	328	163^	446	256^	354	320^	349	307^	140^	120^
PGA CHAMPIONSHIP-FRI(S)						A	3.3	9	292	1377	249	186^	179^	69^	665	202^	318	310	338	282	46^	538	162^	286	286	305	278	34^	28^
FRI      11.30P      30      ABC																													
205      98      SE																													
SATURDAY NIGHT						A	7.1	22	629	1469	307	245	237	103	646	262	429	395	432	385	123	545	234	398	378	402	344	102	45^
SA      11.30P      79      NBC						B	6.8	22	606	1492	282	227	200	145	643	269	430	383	423	360	153	559	267	420	385	415	347	99	71
201      99      GV						C	7.7	24	686	1541	298	250	224	148	661	301	470	426	462	401	152	591	301	465	422	456	398	98	84
11.30      12.00						A	8.3	22	735	1524	316	253	230	105	686	265	432	395	432	379	102	547	223	385	373	398	349	94	50^
12.00 - 12.30						A	6.7	21	594	1445	301	235	238	96^	622	255	426	400	439	396	144	554	240	416	389	410	343	108	47
12.30 - 1.00						A	5.9	22	523	1372	296	240	248	108^	593	264	424	380	416	372	132	517	246	390	367	392	330	108^	30^
TONIGHT SHOW						A	5.8	19	510	1372	237	184	173	103	633	205	380	355	397	344	143	539	250	378	336	366	309	86	48^
MW+      11.30P      60      NBC						B	5.7	19	507	1401	251	189	186	97	666	198	380	349	394	354	127	523	218	342	312	345	291	82	51
202      99      GV						C	6.0	20	534	1401	271	210	205	92	722	222	410	379	427	385	102	539	215	349	322	358	307	46^	35^
TUE      11.46P      60																													

11.30 12.30  
12.00 12.30  
12.30 1.00

A 6.5 18 573 1398 239 192 184 108 665 211 347 108 414 159 120 544 251 865 428 861 415 81 44^  
A 5.3 19 473 1396 231 180 167 99 608 201 370 117 300 134 162 530 263 885 337 367 300 90 52^  
A 4.0 18 354 1258 142^ 114^ 99^ 68^ 494 137^ 268 257 200 255 200 575 314 455 402 411 316 102^ 53^









#### 44 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

[illegible]

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.







## PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
										15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	15-17	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
#STNS	CVG%	TYPE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

AUG. 8-14, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK. ENG WOM. 18+	W O M E N				M E N										T E E N S		CHD				
	#STNS	CVG%	TYPE								18-	18-	25-	18-	18-	18-	21-	21-	25-	25-	35-	12-	12-	2-							
											TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11			
WEEKEND DAYTIME SPORTS																															
CBS SPORTS SATURDAY																															
SAT	4.30P	90	CBS	5	A	3.9	11	346	1471	195	483	276	463	251	776	84^	245	463	762	448	507	379	438	389	254	63^	43^	149			
	210	99	SA	11	B	3.4	11	305	1379	151	455	242	432	214	733	65^	201	400	712	379	446	335	402	391	266	64^	43^	128			
					C	3.7	11	328	1428	170	513	276	485	245	683	79^	221	398	657	372	422	318	369	336	235	84^	47^	148			
BOXING/AUSTRALIAN TRAVEL LOG																															
	4.30 - 5.00				A	3.3	10	292	1557	247	584	356	535	303	707	81^	217^	425	697	415	481	344	410	374	216^	70^	41^	195^			
	5.00 - 5.30				A	4.3	13	381	1474	168	421	242	413	228	845	82^	256	501	828	485	540	419	474	429	289	56^	37^	152^			
	5.30 - 6.00				A	4.1	12	363	1399	183	467	248	458	232	759	87^	255	452	744	437	494	365	422	358	249	65^	52^	108^			
CBS SPORTS SUNDAY																															
SUN	1.00P	182	CBS	5	A	8.3	24	735	1409	171	424	263	416	240	771	88	310	512	747	488	545	424	481	353	202	81^	50^	133			
	204	99	SA	10	B	5.0	15	443	1426	189	477	278	462	251	728	91	287	475	699	446	501	384	439	337	198	91	58^	130			
					C	4.8	14	426	1416	189	487	277	466	248	701	95	278	449	670	418	473	355	411	320	196	100	63^	127			
NFL PRE SEASON GAME																															
	1.00 - 1.30				A	6.7	21	594	1305	167	417	247	415	243	704	77^	287	475	680	451	488	399	436	317	191	66^	53^	118			
	1.30 - 2.00				A	8.4	26	744	1361	163	386	240	386	240	782	74^	286	506	764	487	533	432	478	379	231	71^	45^	122			
	2.00 - 2.30				A	8.9	26	789	1443	181	401	269	394	246	799	93	317	538	776	514	573	445	504	373	203	91	59^	152			
	2.30 - 3.00				A	8.1	23	718	1485	193	448	282	437	252	790	92	329	531	766	507	582	440	515	365	183	80^	47^	167			
	3.00 - 3.30				A	8.6	24	762	1438	176	451	277	441	233	786	96	311	520	764	498	558	425	485	367	206	84	51^	117			
	3.30 - 4.00				A	8.9	24	789	1440	193	451	283	446	243	777	96	311	520	764	498	558	425	485	367	206	84	51^	117			
	4.00 - 4.30				A	7.2	19	638	1487	167	487	307	472	275	768	100	496	500	770	510	548	442	509	343	150	99^	51^	133			
NBC MAJOR LEAGUE PRE GAME																															
SAT	2.00P	16	NBC	7	A	4.7	17	416	1356	155	423	214	387	182	661	86^	221	395	670	366	403	309	348	297	228	112^	75^	160			
	204	99	SC	19	B	4.3	16	383	1363	123	429	191	407	163	624	75^	227	350	595	321	353	275	306	227	242	122	76^	188			
					C	3.9	15	350	1355	136	430	213	408	187	606	82	230	352	574	320	357	270	307	222	216	136	93	184			
NBC MAJOR LEAGUE BASEBALL																															
SAT	2.16P	209	NBC	7	A	7.1	22	629	1401	142	456	191	446	178	730	55^	214	398	712	380	427	344	391	313	285	78^	62^	137			
	203	98	SE	19	B	6.3	21	554	1368	120	434	161	423	160	728	59^	212	368	707	347	392	309	355	292	315	82	60^	124			
					C	5.6	19	495	1366	124	441	176	428	168	721	61	212	358	699	336	385	297	346	290	314	92	66	113			
DETROIT VS BOSTON RED SOX																															
NEW YORK YANKEES VS MINNESOTA																															
	2.00 - 2.30				A	5.7	19	505	1383	137	429	180	398	148	695	82^	205	380	667	352	396	298	342	301	271	95^	77^	164			
	2.30 - 3.00				A	6.7	22	594	1418	134	434	178	412	159	716	75^	204	379	684	348	394	304	350	310	290	109	86^	160			
	3.00 - 3.30				A	7.2	24	638	1371	140	425	177	415	170	723	47^	192	381	707	365	414	334	383	335	294	95^	69^	128			
	3.30 - 4.00				A	7.6	24	673	1385	141	447	193	438	183	737	39^	206	395	730	389	434	357	402	327	296	60^	50^	141			
	4.00 - 4.30				A	7.5	23	665	1421	137	450	192	441	175	764	49^	232	421	746	403	454	372	422	326	292	64^	53^	143			
	4.30 - 5.00				A	7.5	23	665	1423	140	474	196	464	186	739	49^	220	398	720	379	430	349	400	311	290	70^	55^	140			
	5.00 - 5.30				A	6.8	20	602	1414	160	501	207	498	199	720	69^	225	412	700	392	440	342	391	287	260	78^	65^	115			
	5.30 - 6.00				A	5.4	16	478	1391	154	507	214	507	211	724	55^	233	431	709	416	452	376	411	288	257	54^	51^	105^			
NBC SPORTS SPCL(S)																															
SUN	2.30P	90	NBC		A	2.8	8	248	1490	211^	478	250^	447	236^	762	141^	298	475	728	440	508	334	402	396	219^	72^	45^	177^			
	191	95	SE																												
CONT'D																															

## 54 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S		C H I L D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR	NET #STNS	CVG% TYPE	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK.		W O M E N				M E N												TOT.	12	17		2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
										PERS	ING	18	25-	18	18	18-	21-	21	25-	25	35-	TOT.	12	17	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 8-14, 1988

AUG. 8-14, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEENS TOT. 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK-ING		W O M E N										M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									PERS	ING WOM.	18- (2+)	18+	TOTAL	34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	49	54		64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

	184	96	N	47	C	3.9	16	342	1370	217	677	110	247	666	257	277	357	411	567	177	267	556	207	277	297	277	277	19v
9.00 - 9.30					A	3.1	17	275	1265	230^	682	110^	242	682	228^	310	340	359	477	119^	207^	477	207^	177	207^	277	277	57v
9.30 - 10.00					A	3.9	18	346	1273	234	686	88^	262	682	253	329	395	348	519	116^	233	519	233	215	264	293	237	22v
10.00 - 10.30					A	4.1	17	363	1292	185	595	107^	231	591	213	265	292	311	553	136^	300	548	295	281	330	325	204	34v
SUNDAY TODAY					A	1.7	11	151	1187	206^	505	101v	261^	494	244^	258^	287^	230^	566	137^	317^	566	316^	290^	336^	361^	204^	10v
SUN	8.00A	90	NBC	7	B	1.8	12	156	1204	234	624	128^	313	609	287	314	333	284	488	112^	264	477	254	240	265	278	199^	26v
	128	89	N	47	C	1.8	10	163	1242	208	589	140^	260	576	226	270	273	285	527	160	292	519	283	247	295	266	188	36v
8.00 - 8.30					A	1.5	13	133	1105	180^	483	69v	197^	483	197^	228^	261^	254^	504	91v	255^	504	255^	251^	282^	342^	219^	25v
8.30 - 9.00					A	1.8	12	159	1264	200^	525	105^	278^	513	262^	275^	297^	233^	640	133^	364^	640	364^	337^	405	453	208^	8v
9.00 - 9.30					A	1.9	10	168	1117	220^	477	117^	281^	457	251^	251^	282^	196^	516	171^	304^	515	302^	260^	295^	271^	178^	<<
THIS WEEK-DAVID BRINKLEY					A	3.5	12	310	1273	162^	686	78^	163^	677	138^	192^	273	470	538	103^	196^	536	194^	179^	222	182^	300	8v
SUN	11.30A	60	ABC	7	B	3.2	11	280	1317	138	637	82^	167	619	138	179	219	429	601	127	232	595	226	204	243	234	330	32^
	194	98	N	40	C	3.2	10	281	1336	150	665	80^	177	652	151	185	257	453	582	119	248	572	237	216	261	242	289	35^
11.30 - 12.00					A	3.2	11	284	1272	167^	691	77^	169^	680	156^	220^	288	458	525	100^	199^	525	199^	184^	221^	185^	289	5v
12.00 - 12.30					A	3.8	12	337	1274	158^	683	79^	158^	674	123^	168^	260	480	549	104^	192	546	189	175^	222	180^	309	11v



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.1	50.3	50.1	51.1	51.4	52.8	54.4	55.9	56.3	57.6	58.6	58.2	56.0	55.8	55.0	53.5

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

ABC MONDAY NIGHT MOVIE HOLLYWOOD WIVES, PT. 2 (R)(PAE)																
9,830																
11.1	8.8 *					9.9 *			10.8 *			11.5 *		12.4 *		13.1 *
20	17 *					18 *			19 *			20 *		22 *		24 *
8.8	8.9	9.7				10.1	10.6	11.0	11.5	11.5	12.2	12.6	13.0	13.2		

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

NEW HART (R)	CAVANAUGHS		MEMORIES THEN & NOW (PAE)		MAGNUM, P.I. (R)	
7,710		6,650		8,510		7,890
8.7		7.5		9.6	9.3 *	9.9 *
17		14		17	16 *	17 *
8.4	8.9	7.7	7.3	9.1	9.6	9.9

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

ALF (R)	NBC MONDAY NIGHT MOVIES BLOOD VOWS: THE STORY OF A MAFIA WIFE (R)															
12,940						13,470										
14.6	13.5 *				15.6 *	15.2	14.4 *		14.8 *		15.8 *		15.8 *			
27	26 *				28 *	27	25 *		25 *		28 *		29 *			
12.7	14.3	15.4			15.9	14.1	14.7	14.9	14.6	15.7	15.9	15.9	15.7			

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	14.6	13.6	13.1	13.5	13.9	13.2	12.1	10.3
SHARE AUDIENCE %	29	27	25	25	24	23	22	19

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.4	3.7	4.0	4.5	4.7	4.4	3.7	2.9
SHARE AUDIENCE %	7	7	8	8	8	8	7	5

**PBS**

AVERAGE AUDIENCE	1.6	2.2	2.5	2.9	2.3	2.4	1.6	1.5
SHARE AUDIENCE %	3	4	5	5	4	4	3	3

**CABLE ORIG.**

AVERAGE AUDIENCE	4.9	5.9	5.8	6.3	7.2	8.0	7.3	6.2
SHARE AUDIENCE %	10	12	11	11	13	14	13	11

**PAY SERVICES**

AVERAGE AUDIENCE	2.0	2.4	2.8	3.1	3.6	3.6	2.8	3.0
SHARE AUDIENCE %	4	5	5	6	6	6	5	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.7	47.6	47.3	48.8	48.2	50.0	51.6	53.9	54.9	56.4	57.3	57.9	57.4	57.1	54.9	52.5

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? (R)	FULL HOUSE-TUE (R)	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (R)
12,850	13,560	9,040	8,330
14.5	15.3	10.2	9.4
29	29	18	17
13.3	15.7	11.2	9.4

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

CBS SUMMER PLAYHOUSE WHATTLEY BY THE BAY SNIFF	CIRCUS OF THE STARS (R)(PAE)
5,490	13,380
6.2	15.1
12	27
6.4	10.6

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

MAJOR LEAGUE BASEBALL-TUE NEW YORK METS VS CHICAGO CUBS LOS ANGELES VS CINCINNATI (8:00-11:14)(PAE)
8,680
9.8
19
8.2

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	13.2	12.2	11.3	11.8	12.6	13.4	11.8	9.8
SHARE AUDIENCE %	28	25	23	22	23	23	21	18

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.1	2.8	3.1	3.4	3.8	4.3	2.7	2.0
SHARE AUDIENCE %	7	6	6	6	7	7	5	4

**PBS**

AVERAGE AUDIENCE	1.9	2.3	2.8	3.1	2.9	2.6	1.8	1.8
SHARE AUDIENCE %	3	5	6	6	5	5	3	3

**CABLE ORIG.**

AVERAGE AUDIENCE	4.9	5.2	5.6	6.4	6.8	6.2	6.7	5.9
SHARE AUDIENCE %	10	11	11	12	12	11	12	11

**PAY SERVICES**

AVERAGE AUDIENCE	2.3	2.6	2.7	3.4	4.6	4.9	4.9	3.8
SHARE AUDIENCE %	5	5	5	6	8	9	9	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.WED. AUG.10. 1988

EVE: WED. AUG. 10, 1988																	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
HUT	48.3	49.1	48.1	48.6	48.0	49.0	50.2	51.9	52.7	53.7	53.7	54.0	53.5	53.3	51.9	50.1	

## ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	f
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

GROWING PAINS (R)		HEAD OF THE CLASS (R)		HOOPERMAN (R)		SLAP MAXWELL (R)(PAE)		← SPENSER: FOR HIRE → (R)			
11,340		12,320		9,300		7,270		8,240			
12.8		13.9		10.5		8.20		9.3	9.1	*	9.5
26		27		20		15		18	17	*	19
12.2	13.5	13.5	14.3	10.9	10.0	8.1	8.2	9.1	9.1	9.5	9.4

## CBS TV

AVERAGE AUDIENCE	{
(Hhlds (000) & %)	1
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

← JAKE AND THE FATMAN (R) ←				← WISEGUY (R) (PAE) →			
9,210				11,080			
10.4	9.9 *		10.8 *	12.5	10.8 *	11.9 *	13.7 *
21	20 *		21 *	24	20 *	22 *	26 *
9.7	10.1	10.6	11.0	10.5	11.0	12.1	13.8
				11.6		13.6	14.0
							13.3

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

J. J. STARBUCK (R)			FUNNY PEOPLE			ST. ELSEWHERE (R)		
5,320			8,330			6,560		
6.0	5.9 *	6.0	* 9.4	8.7 *	10.1 *	* 7.4	7.5 *	7.3 *
12	12 *	12 *	* 18	16 *	19 *	* 14	14 *	14 *
5.9	6.0	6.1	5.9	8.2	9.2	10.0	10.3	7.6
							7.5	7.2
								7.4

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.2	11.6	10.8	10.6	11.8	12.5	12.4	10.9
SHARE AUDIENCE %	29	24	22	21	22	23	23	21

## SUPERSTATIONS

AVERAGE AUDIENCE	3.9	2.8	2.5	2.5	2.9	3.1	2.9	2.7
SHARE AUDIENCE %	8	6	5	5	5	6	5	5

**PBS**

AVERAGE AUDIENCE	1.5	2.1	2.0	2.2	2.5	3.0	2.1	2.0
SHARE AUDIENCE %	3	4	4	4	5	6	4	4

CABLE ORIG.

AVERAGE AUDIENCE	5.2	5.6	5.9	6.5	7.3	7.2	7.0	5.8
SHARE AUDIENCE %	11	12	12	13	14	13	13	11

## PAY SERVICES

AVERAGE AUDIENCE	2.5	2.9	3.0	3.1	4.0	4.1	4.5	4.5
SHARE AUDIENCE %	5	6	6	6	8	8	8	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
HUT		47.5	48.5	48.3	49.5	49.4	51.2	51.5	53.2	53.6	54.7	55.1	55.5	52.7	52.9	51.6	50.3

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

ABC THURSDAY NIGHT MOVIE KRAMER VS. KRAMER (R)(PAE)										HOTHOUSE							
6,820													5,670				
7.7	6.9 *				7.4 *			7.9 *		8.6 *	6.4 *	6.4 *			6.3 *		
15	14 *				14 *			15 *		16 *	12 *	12 *			12 *		
6.9	6.8	7.3			7.4		7.8	8.0	8.6	8.6	6.5	6.3	6.2		6.5		

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

48 HOURS ILLEGAL DRUGS (R)					SIMON & SIMON (R)(PAE)					CAGNEY & LACEY (R)							
7,800					7,270					7,000							
8.8	8.3 *			9.3 *	8.2 *		7.8 *		8.7 *	7.9 *	7.7 *				8.2 *		
17	16 *			18 *	15 *		14 *		16 *	15 *	15 *				16 *		
6.3	6.3	9.0		9.5	7.6		8.0	8.5	8.8	7.4	8.0	8.1			8.2		

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW (R)		A DIFFERENT WORLD (R)		CHEERS (R)		NIGHT COURT (R)		L.A. LAW (R)									
15,510		15,420		16,040		15,240		13,640									
17.5		17.4		18.1		17.2		15.4	15.1 *						15.8 *		
35		33		34		31		30	29 *						31 *		
16.4	18.5	17.2	17.7	17.6	18.5	17.1	17.3	15.1	15.1	15.8					15.8		

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	13.7	11.9	11.0	11.0	11.6	11.6	12.7	10.9
SHARE AUDIENCE %	29	24	22	21	21	21	24	21

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.5	2.8	2.3	3.1	3.7	3.5	3.5	2.6
SHARE AUDIENCE %	7	6	5	6	7	6	7	5

**PBS**

AVERAGE AUDIENCE	1.3	2.0	2.4	2.2	2.5	2.5	2.5	1.8
SHARE AUDIENCE %	3	4	5	4	5	5	5	4

**CABLE ORIG.**

AVERAGE AUDIENCE	4.9	4.8	5.0	5.9	6.6	6.8	7.2	6.3
SHARE AUDIENCE %	10	10	10	11	12	12	14	12

**PAY SERVICES**

AVERAGE AUDIENCE	2.1	2.6	2.6	2.7	3.1	3.6	4.1	4.0
SHARE AUDIENCE %	4	5	5	5	6	7	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	43.9	43.8	43.0	43.8	43.8	44.9	46.0	46.9	47.9	49.3	49.9	51.1	51.4	51.2	50.4	49.3

## ABC TV

AVERAGE AUDIENCE {  
(HHlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS (R)	FULL HOUSE (R)	MR. BELVEDERE (R)	MARRIED DORA (R)(PAE)	20/20
7,090	8,770	9,130	8,330	10,540
8.0	9.9	10.3	9.4	11.9 *
18	21	21	19	24 *
7.7	8.3	9.6	10.1	11.8
		10.0	10.7	12.0
			9.1	12.0
			9.7	11.6

## CBS TV

AVERAGE AUDIENCE {  
(HHlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HOW BUGS BUNNY WON- WEST (R)	CBS FRIDAY MOVIE ANY WHICH WAY YOU CAN (R)(PAE)
6,650	8,590
7.5	9.7
17	20
7.4	7.7
	6.8
	7.0
	8.5
	9.1
	10.4
	10.8
	11.0
	11.2
	11.7
	10.2

## NBC TV

AVERAGE AUDIENCE {  
(HHlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

<BEST OF TV BLOOPERS-JOKES> (R)	BLACKIE'S MAGIC (R)	MIAMI VICE (R)
6,650	6,290	7,270
7.5	7.1	8.2
17	14	15
7.2	6.7	7.7
	6.9	7.4
	7.5	7.7
		8.0
		8.2
		9.0

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.0	11.6	11.3	11.5	11.6	11.7	9.9	8.5
27	27	25	25	24	23	19	17

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.2	2.4	2.8	3.0	2.9	3.0	2.4	1.8
5	6	6	6	6	6	5	4

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.5	1.9	2.2	2.1	1.8	2.0	1.5	1.3
3	4	5	5	4	4	3	3

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.0	5.0	5.4	5.6	5.8	5.7	5.9	6.0
11	12	12	12	12	11	12	12

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.2	2.8	3.2	3.4	4.3	4.7	5.0	4.5
5	6	7	7	9	9	10	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	38.6	40.0	40.3	40.8	43.3	44.9	45.6	46.3	47.6	49.0	49.3	49.8	49.1	48.5	48.1	47.4	45.2	42.8

## ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

<div> <div>ABC NFL PRE-SEASON FTBL WASHINGTON VS MIAMI (8:00-11:05)</div> </div>																		
6,470	7.3	6.9 *			7.3 *			7.0 *		6.6 *		8.0 *		8.4 *				
16	16 *				17 *			15 *		14 *		17 *		18 *				
6.7	7.1	7.3			7.3			7.1		6.9	6.4	6.7	8.0	7.9	8.3	8.4	7.5	

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

<div> <div>KATE &amp; ALLIE FRANK'S PLACE (R)</div> <div>TOUR OF DUTY (R)(PAE)</div> <div>PRE-REPUBLICAN CONVENTION</div> </div>																		
5,400				5,320				6,730				3,990						
6.1				6.0				7.6	7.0 *		8.2 *	4.5 *	4.5 *			4.4 *		
14				13				16	14 *		17 *	9 *	9 *			9 *		
5.8	6.4	6.1	6.0	6.8	7.3	8.1	8.3	4.7	4.3	4.1	4.8							

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

<div> <div>FACTS OF LIFE (R)</div> <div>CHEECH SHOW</div> <div>GOLDEN GIRLS (R)</div> <div>AMEN (R)</div> <div>HUNTER (R)</div> </div>																		
8,420				8,680				12,670			11,610		13,290					
9.5				9.8				14.3			13.1		15.0	14.8 *		15.3 *		
22				21				30			26		31	30 *		32 *		
8.7	10.4	9.6	10.0	13.7	14.9	12.8	13.4	14.6	14.9	15.2	15.4							

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	10.2	10.6	10.1	10.5	9.6	10.0	9.6	9.3	9.0
SHARE AUDIENCE %	26	26	23	23	20	20	20	19	20

## SUPERSTATIONS

AVERAGE AUDIENCE	2.6	2.9	2.4	2.5	2.3	2.1	1.8	1.9	1.9
SHARE AUDIENCE %	7	7	5	5	5	4	4	4	4

## PBS

AVERAGE AUDIENCE	2.0	2.4	3.0	3.3	2.6	2.8	2.6	2.4	1.8
SHARE AUDIENCE %	5	6	7	7	5	6	5	5	4

## CABLE ORIG.

AVERAGE AUDIENCE	6.0	5.9	4.8	5.1	4.6	4.9	5.2	4.7	4.0
SHARE AUDIENCE %	15	15	11	11	10	10	11	10	9

## PAY SERVICES

AVERAGE AUDIENCE	3.3	3.2	3.8	4.1	5.2	5.8	6.2	5.5	4.6
SHARE AUDIENCE %	8	8	9	9	11	12	13	12	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	39.3	36.3	32.8	30.3	27.4	25.2	22.4	20.2	17.6	16.2	14.2	12.6	11.0	10.1				

(1)

**ABC TV**

AVERAGE AUDIENCE (Hhds (000) & %)	{	1,510	
SHARE AUDIENCE	%	1.7	
AVG. AUD. BY 1/4 HR	%	5	
	%	1.7	1.6

**CBS TV**

AVERAGE AUDIENCE (Hhds (000) & %)	{		
SHARE AUDIENCE	%		
AVG. AUD. BY 1/4 HR	%		

**NBC TV**

← SATURDAY NIGHT (11:30-12:49) (PAE) →				(PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	{	6,290		
SHARE AUDIENCE	%	7.1	8.3 *	6.7 *
AVG. AUD. BY 1/4 HR	%	22	22 *	21 *
	%	8.7	7.9	6.8
			6.6	6.1

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	8.4	7.0	6.1	4.6	4.3	3.7	2.9
SHARE AUDIENCE %	22	22	23	22	25	28	27

**SUPERSTATIONS**

AVERAGE AUDIENCE	1.6	1.6	1.5	1.2	1.1	1.1	0.7 ^
SHARE AUDIENCE %	4	5	6	6	7	8	7 ^

**PBS**

AVERAGE AUDIENCE	1.6	1.1	0.7 ^	0.5 ^	0.4 ^	0.3 ^	0.3 ^
SHARE AUDIENCE %	4	3	3 ^	2 ^	2 ^	2 ^	3 ^

**CABLE ORIG.**

AVERAGE AUDIENCE	4.4	3.5	2.9	2.3	2.0	1.8	1.5
SHARE AUDIENCE %	12	11	11	11	12	13	14

**PAY SERVICES**

AVERAGE AUDIENCE	5.6	5.1	4.2	3.9	3.0	2.4	2.1
SHARE AUDIENCE %	15	16	16	18	18	18	20

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:37-11:52)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	45.5	46.4	47.8	48.7	49.8	51.3	52.8	54.5	54.9	55.7	56.5	57.3	56.6	56.5	55.8	54.1	47.4	42.4

**ABC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	← DISNEY SUNDAY MOVIE TIGER TOWN (R) →				← MACGYVER (R) →				← ABC SUNDAY NIGHT MOVIE A BUNNY'S TALE (R)(PAE) →									
	4,610				5,850				9,040									
	5.2	5.1 *			5.2 *	6.6	5.8 *		7.5 *	10.2	9.1 *		10.3 *		10.7 *		10.7 *	
	11	11 *			11 *	13	11 *		14 *	18	16 *		18 *		19 *		20 *	
	5.3	5.0	5.0		5.4	5.5	6.1	7.0	7.9	9.0	9.3	9.9	10.6	10.7	10.7	10.8	10.7	

**CBS TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	← 60 MINUTES →				← MURDER, SHE WROTE (R) →				← CBS SUNDAY MOVIE NEWS AT ELEVEN (R)(PAE) →									
	14,710				14,620				12,140									
	16.6	15.9 *			17.2 *	16.5	15.9 *		17.1 *	13.7	13.2 *		13.5 *		13.8 *		14.2 *	
	35	35 *			36 *	32	31 *		32 *	25	24 *		24 *		24 *		26 *	
	15.2	16.7	17.3		17.1	15.8	16.0	17.1	17.1	13.1	13.3	13.6	13.5	13.5	14.1	14.3	14.2	

**NBC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	← RAGS TO RICHES (R) →				← FAMILY TIES (R) →		← MY TWO DADS →		← NBC SUNDAY NIGHT MOVIE PERRY MASON: THE CASE OF THE SHOOTING STAR (R) →									
	5,320				7,090		7,440		12,940									
	6.0	5.4 *			6.5 *	8.0	8.4		14.6	13.5 *		14.3 *		15.2 *		15.3 *		
	13	12 *			13 *	16	16		26	24 *		25 *		27 *		28 *		
	5.1	5.7	6.3		6.7	7.5	8.4	7.8	8.9	13.4	13.6	14.0	14.6	15.3	15.1	15.7	14.9	

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.5	12.2	12.9	12.5	11.1	9.9	8.2	6.7	6.4
27	25	25	23	20	17	15	12	14

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.1	2.2	2.2	2.2	2.2	1.9	1.7	1.4	2.0
7	5	4	4	4	3	3	3	4

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8	2.0	2.1	2.2	1.8	1.9	1.6	1.3	1.2
4	4	4	4	3	3	3	2	3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.4	5.0	5.2	5.1	5.8	6.4	6.7	6.0	5.2
12	10	10	10	10	11	12	11	12

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0	3.4	3.7	3.6	4.1	4.3	4.0	3.9	3.6
7	7	7	7	7	8	7	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	35.4	31.5	26.7	24.2	21.1	19.0	16.6	15.0	12.8	11.5	10.2	9.0	8.2	7.6

(1)

**ABC TV**

AVERAGE AUDIENCE	{	1,680
(Hhlds (000) & %)		1.9
SHARE AUDIENCE	%	9
AVG. AUD. BY 1/4 HR	%	1.9

**CBS TV**CBS  
SUNDAY  
NEWS

AVERAGE AUDIENCE	{	2,660
(Hhlds (000) & %)		3.0
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	3.0

(2) (PAE)

**NBC TV**

AVERAGE AUDIENCE	{	2,220
(Hhlds (000) & %)		2.5
SHARE AUDIENCE	%	8
AVG. AUD. BY 1/4 HR	%	2.5

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.2	4.9	4.2	3.4	2.4	1.7	1.5
SHARE AUDIENCE %	19	19	21	22	20	18	19

**SUPERSTATIONS**

AVERAGE AUDIENCE	1.7	1.1	1.1	0.9	0.7 ^	0.7 ^	0.6 ^
SHARE AUDIENCE %	5	4	6	6	6 ^	7 ^	8 ^

**PBS**

AVERAGE AUDIENCE	1.3	1.0	0.7 ^	0.4 ^	0.3 ^	0.2 ^	0.2 ^
SHARE AUDIENCE %	4	4	4 ^	3 ^	2 ^	2 ^	3 ^

**CABLE ORIG.**

AVERAGE AUDIENCE	4.5	3.0	2.4	1.9	1.4	1.4	1.2
SHARE AUDIENCE %	13	12	12	12	12	15	15

**PAY SERVICES**

AVERAGE AUDIENCE	3.6	3.3	2.7	2.5	2.2	1.8	1.5
SHARE AUDIENCE %	11	13	14	16	18	19	19

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SUN., ABC, (11:30-11:45)

(2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.5	8.5	9.8	11.6	13.5	14.6	15.6	16.8	18.2	19.7	20.5	21.4	22.5	23.6	24.2	24.5	23.0	23.6

ABC TV		(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{		1,200		1,680	2,850	2,890
SHARE AUDIENCE	%		1.4		1.9	3.2	3.3
AVG. AUD. BY 1/4 HR	%		16		16	20	16
			1.4		1.9	3.2 3.2	3.2 3.3

CBS TV			CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	FAMILY FEUD
AVERAGE AUDIENCE (Hhlds (000) & %)	{		710		1,740		1,930	2,840
SHARE AUDIENCE	%		0.8		2.0		2.2	3.2
AVG. AUD. BY 1/4 HR	%		9		12		10	14
			0.7	0.9	2.0 1.9		2.1 2.2	3.0 3.5

NBC TV		NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,510	3,190	3,600	2,840
SHARE AUDIENCE	%	1.7	3.6	4.1	3.2
AVG. AUD. BY 1/4 HR	%	19	22	19	14
		1.6 1.9	3.5 3.7	4.2 3.9	3.1 3.3

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.3	2.2	3.6	4.7	5.9	6.6	6.2	6.2	5.9
SHARE AUDIENCE %	17	20	25	29	31	31	27	25	25

## SUPERSTATIONS

AVERAGE AUDIENCE	0.5	0.7	1.2	1.5	1.7	2.0	2.0	2.2	1.7
SHARE AUDIENCE %	6	7	9	9	9	9	9	9	7

## PBS

AVERAGE AUDIENCE	<<	0.1	0.3	0.5	0.8	1.2	1.4	1.7	1.5
SHARE AUDIENCE %	<<	1	2	3	4	6	6	7	6

## CABLE ORIG.

AVERAGE AUDIENCE	1.4	1.5	1.5	1.8	2.1	2.7	2.9	3.0	2.9
SHARE AUDIENCE %	17	14	11	11	11	13	12	12	13

## PAY SERVICES

AVERAGE AUDIENCE	0.7	0.7	0.8	0.9	1.0	1.1	1.3	1.3	1.3
SHARE AUDIENCE %	9	6	5	5	5	5	6	6	6

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)  
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page 8.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.9	24.3	24.3	24.9	25.1	26.2	27.4	28.5	28.9	30.0	31.0	31.9	31.7	31.8	30.6	31.0	30.7	31.0

## ABC TV

GROWING PAINS  
M-F

HOME

RYAN'S HOPE

LOVING

← ALL MY CHILDREN →

← ONE LIFE TO LIVE (PAE) →

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

3,380	2,220	2,000	2,920	5,970	6,180													
3.8	2.5	2.3	3.3	6.7	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
16	10	8	11	21	23	23	23	23	23	23	23	23	23	23	23	23	23	23
3.6	4.0	2.6	2.4	2.3	2.3	3.2	3.4	6.1	6.6	7.1	7.2	6.9	7.0	7.1	7.1	7.1	7.1	7.1

## CBS TV

NEW CARD  
SHARKSPRICE IS  
RIGHT 1PRICE IS  
RIGHT 2  
(PAE)← YOUNG AND THE RESTLESS → BOLD AND THE  
BEAUTIFUL

← AS THE WORLD TURNS →

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

2,960	4,750	6,340	7,250	4,890	5,880													
3.3	5.4	7.2	8.2	5.5	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6
14	22	28	28	17	22	21	21	21	21	21	21	21	21	21	21	21	21	21
3.2	3.4	5.1	5.7	6.8	7.4	7.8	8.3	8.4	8.3	5.5	5.6	6.5	6.7	6.7	6.7	6.7	6.7	6.7

## NBC TV

CLASSIC  
CONCENTRATIONWHEEL OF  
FORTUNE  
(PAE)WIN, LOSE OR  
DRAWSUPER PASSWORD  
(PAE)

SCRABBLE

← DAYS OF OUR LIVES →

← ANOTHER WORLD  
(PAE) →

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

3,560	4,000	3,930	3,240	4,150	7,050	4,710												
4.0	4.5	4.4	3.7	4.7	8.0	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3
17	18	17	13	16	25	17	17	17	17	17	17	17	17	17	17	17	17	17
3.9	4.1	4.5	4.6	4.2	4.7	3.6	3.8	4.5	4.9	7.4	7.8	8.3	8.3	5.5	5.3	5.2	5.2	5.2

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.9	5.1	5.2	5.7	6.7	6.2	6.6	6.7	7.0
SHARE AUDIENCE %	24	21	20	20	23	20	21	22	23

## SUPERSTATIONS

AVERAGE AUDIENCE	1.9	1.7	1.7	1.8	2.3	1.9	1.9	1.8	1.8
SHARE AUDIENCE %	8	7	7	7	8	6	6	6	6

## PBS

AVERAGE AUDIENCE	1.4	1.1	0.9	1.1	0.9	0.9	1.0	1.0	0.9
SHARE AUDIENCE %	6	5	4	4	3	3	3	3	3

## CABLE ORIG.

AVERAGE AUDIENCE	2.8	2.8	3.0	3.4	3.4	3.8	3.9	3.9	3.9
SHARE AUDIENCE %	12	12	12	12	12	12	12	13	13

## PAY SERVICES

AVERAGE AUDIENCE	1.4	1.5	1.6	1.6	1.5	1.5	1.6	1.6	1.6
SHARE AUDIENCE %	6	6	6	6	5	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	30.0	30.3	30.7	31.2	31.0	32.5	33.4	34.5	35.5	37.2	38.2	39.8	44.7	46.1	47.0	47.5

**ABC TV**

← GENERAL HOSPITAL →

(PAE) →

ABC WORLD  
NEWS TONIGHT

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

6,240  
7.0 7.0 \* 7.1 \*  
23 23 \* 23 \*  
7.0 6.9 7.1 7.1

7,780  
8.8  
19  
8.5 9.0

**CBS TV**← GUIDING LIGHT  
(PAE) →CBS EVENING  
NEWS-RATHER

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

5,140  
5.8 5.8 \* 5.8 \*  
19 19 \* 19 \*  
5.9 5.8 5.8 5.8

7,810  
8.8  
19  
8.9 8.8

**NBC TV**← SANTA BARBARA  
(PAE) →NBC NIGHTLY  
NEWS

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

4,310  
4.9 4.9 \* 4.8 \*  
16 16 \* 16 \*  
5.0 4.9 4.8 4.8

7,640  
8.6  
19  
8.6 8.7

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	7.7	8.2	8.8	9.6	10.3	10.9	12.9	14.0
SHARE AUDIENCE %	25	26	28	28	28	28	29	30

**SUPERSTATIONS**

AVERAGE AUDIENCE	2.1	2.4	2.5	2.8	2.8	3.1	3.0	3.3
SHARE AUDIENCE %	7	8	8	8	8	8	7	7

**PBS**

AVERAGE AUDIENCE	0.7	1.0	1.0	1.0	0.9	0.9	1.1	1.1
SHARE AUDIENCE %	2	3	3	3	2	2	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE	4.0	4.2	4.3	4.2	4.2	4.7	4.8	5.1
SHARE AUDIENCE %	13	13	14	12	12	12	11	11

**PAY SERVICES**

AVERAGE AUDIENCE	1.6	1.4	1.3	1.3	1.4	1.5	2.0	2.3
SHARE AUDIENCE %	5	5	4	4	4	4	4	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.7	8.4	9.3	10.5	11.9	13.7	15.5	17.3	18.9	21.0	22.5	23.5	24.0	25.1	25.8	25.9	25.9	26.3

## ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

LITTLE WIZARDS	ALL NEW POUND PUPPIES	MY PET MONSTER	FLINTSTONE KIDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS II	BUGS BUNNY/TWEETY SHOW I
1,060	1,860	2,570	2,840	3,630	4,250	3,990
1.2	2.1	2.9	3.2	4.1	4.8	4.5
9	13	15	14	17	19	17
1.1	1.4	1.8	2.4	3.8	4.4	4.4

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,510	2,130	3,190	3,810	4,430	3,280	3,280
1.7	2.4	3.6	4.3	5.0	3.7	3.7
13	15	18	19	20	14	14
1.6	1.8	2.2	3.3	4.9	3.8	3.6

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
2,130	2,750	3,370	3,810	3,900	4,700	3,990
2.4	3.1	3.8	4.3	4.4	5.3	4.5
19	19	19	19	18	20	17
2.1	2.7	2.9	3.6	4.4	5.1	4.6

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8	2.4	3.0	3.5	3.7	4.8	4.7	5.4	6.2
22	24	23	21	19	21	19	21	24

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.7	1.0	1.0	1.4	1.0	1.1	0.8	1.2	1.7
9	10	8	9	5	5	3	5	7

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

<<	0.1	0.5	0.8	0.7	0.8	0.9	1.2	1.4
<<	1	4	5	4	3	4	5	5

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8	1.8	2.2	2.7	3.1	3.1	3.3	3.4	3.5
22	18	17	16	16	13	13	13	13

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.5	1.7	2.0	2.1	2.6	3.1	3.0	2.8	2.2
19	17	16	13	13	13	12	11	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.1	26.6	26.5	27.3	26.8	27.0	26.1	26.5	26.6	27.3	27.8	29.2	29.7	29.9	30.2	30.9	31.6	32.2

## ABC TV

BUGS  
BUNNY/TWEETY  
SHOW IIANIMAL CRACK-  
UPS

HEALTH SHOW

(1)

PGA CHAMPIONSHIP-SAT  
(2:00-6:00)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	4,700		3,010		1,060		1,240		2,750							
SHARE AUDIENCE	%	5.3		3.4		1.2		1.4		3.1	2.7 *		2.8 *		2.8 *		3.0 *
AVG. AUD. BY 1/4 HR	%	20		13		4		5		10	9 *		9 *		9 *		9 *
	%	5.0	5.6	3.5	3.4	1.3	1.1	1.5	1.4	2.6	2.8	2.9	2.7	2.8	2.8	3.0	3.0

## CBS TV

DENNIS THE  
MENAGE

TEEN WOLF

GALAXY HIGH  
SCHOOL

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,920		3,370		3,540											
SHARE AUDIENCE	%	3.3		3.8		4.0											
AVG. AUD. BY 1/4 HR	%	13		14		15											
	%	3.2	3.5	3.6	3.9	4.0	4.1										

## NBC TV

NEW ARCHIES

FOOFUR  
(PAE)

I'M TELLING

(2)

NBC MAJOR LEAGUE BASEBALL  
DETROIT VS BOSTON RED SOX  
NEW YORK YANKEES VS MINNESOTA  
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,370		2,390		1,860		4,160	6,290								
SHARE AUDIENCE	%	3.8		2.7		2.1		4.7	7.1				6.7 *		7.2 *		7.6 *
AVG. AUD. BY 1/4 HR	%	14		10		8		17	22				22 *		24 *		24 *
	%	3.7	3.9	2.7	2.7	2.0	2.1	4.6	5.7	6.6	6.8	7.1	6.8	7.1	7.3	7.6	7.6

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.6		6.2		7.5		7.7		8.3		8.3		8.9		8.7		9.0
SHARE AUDIENCE %	25		23		28		29		31		29		30		28		28

## SUPERSTATIONS

AVERAGE AUDIENCE	2.0		1.8		2.1		2.4		2.9		2.6		2.7		2.8		3.1
SHARE AUDIENCE %	8		7		8		9		11		9		9		9		10

## PBS

AVERAGE AUDIENCE	1.2		1.4		1.3		1.6		1.7		1.8		1.4		1.4		1.4
SHARE AUDIENCE %	5		5		5		6		6		6		5		5		4

## CABLE ORIG.

AVERAGE AUDIENCE	3.7		4.7		5.0		5.2		5.3		5.5		5.5		5.9		5.8
SHARE AUDIENCE %	14		17		19		20		20		19		18		19		18

## PAY SERVICES

AVERAGE AUDIENCE	1.6		1.3		1.6		2.2		2.5		2.1		1.9		2.3		2.8
SHARE AUDIENCE %	6		5		6		8		9		7		6		8		9

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS(B), THE RANSOM OF RED CHIEF,(PAE),ABC,(1:00-1:30),(R)

(2) NBC MAJOR LEAGUE PRE GAME,(PAE),NBC,(2:00-2:16)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	32.2	32.3	32.5	33.4	33.5	34.1	34.2	34.7	35.3	37.0	37.1	37.4						

**ABC TV**PGA CHAMPIONSHIP-SAT  
(2:00-6:00)ABC WRLD NEWS  
TONIGHT-SAT

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

	3.0	*		3.1	*		3.5	*		3.6	*		3,810	
	9	*		9	*		10	*		10	*		4.3	
													11	
	3.1	3.0	3.0	3.2	3.5	3.4	3.4	3.7					4.3	4.4

**CBS TV**CBS SPORTS SATURDAY  
BOXING/AUSTRALIAN TRAVEL LOGCBS SAT. NEWS-  
SCHIEFFER

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

	3,460												4,080	
	3.9	3.3	*		4.3	*		4.1	*				4.6	
	11	10	*		13	*		12	*				12	
	3.3	3.3	3.9	4.7	4.2	4.1							4.5	4.7

**NBC TV**NBC MAJOR LEAGUE BASEBALL  
DETROIT VS BOSTON RED SOX  
NEW YORK YANKEES VS MINNESOTA  
(MULTI SEGMENT)(PAE)

(PAE)

NBC NIGHTLY  
NEWS-SAT.

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

	7.5	*		7.5	*		6.8	*					5,850	
	23	*		23	*		20	*					6.6	
													17	
	7.6	7.4	7.6	7.5	7.0	6.6	5.4						6.6	6.7

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

8.5		9.7		10.8		11.3		11.1		11.1
26		29		32		33		31		30

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0		3.3		3.9		3.9		3.5		3.1
9		10		12		11		10		8

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7		1.4		1.6		2.0		1.6		1.5
5		4		5		6		4		4

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.8		5.9		5.3		5.8		5.7		5.6
18		18		16		17		16		15

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0		3.4		3.0		2.9		3.2		3.2
9		10		9		8		9		9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.6	6.5	7.5	8.6	10.2	11.9	13.0	14.3	16.6	18.9	20.5	21.6	22.5	23.4	23.8	24.9	25.8	26.9

**ABC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

**CBS TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES  
(SUS)

SUNDAY MORNING

FACE THE  
NATION

3,280																		
3.7	3.1	*							3.9	*			4.1	*	2.4			
17	17	*							18	*			17	*	9			
2.7	3.4						3.8		4.0		4.0		4.1		2.5		2.3	

**NBC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,510																		
1.7	1.5	*			1.8	*		1.9	*	2.3		2.0	*		2.5	*		
11	13	*			12	*		10	*	10		9	*		10	*		
1.4	1.6		1.7		1.8		2.0	1.9	2.0	2.1	2.4	2.6						

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	1.9		2.4		3.4		4.3		5.1		6.4		6.9		7.9		8.7	
SHARE AUDIENCE %	32		30		31		32		29		30		30		33		33	

**SUPERSTATIONS**

AVERAGE AUDIENCE	0.7	^	1.0		1.3		1.7		2.1		2.3		2.1		2.3		2.9	
SHARE AUDIENCE %	12	^	13		12		13		12		11		9		9		11	

**FBS**

AVERAGE AUDIENCE	0.1	v	0.3	^	0.7	^	1.0		1.3		1.4		1.5		1.5		1.4	
SHARE AUDIENCE %	2	v	4	^	6	^	7		7		7		7		6		5	

**CABLE ORIG.**

AVERAGE AUDIENCE	1.5		2.1		2.6		2.8		3.7		4.3		4.7		5.1		5.6	
SHARE AUDIENCE %	25		26		24		21		21		20		20		21		21	

**PAY SERVICES**

AVERAGE AUDIENCE	0.9		1.2		1.3		1.5		2.1		2.6		3.2		3.3		3.6	
SHARE AUDIENCE %	15		15		12		11		12		12		14		14		14	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.4	27.7	28.6	29.5	29.4	30.5	30.5	32.0	32.7	33.1	34.2	34.7	35.3	36.0	36.3	36.2	37.3	37.6

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

PGA CHAMPIONSHIP-SUN  
(2:00-6:00)**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	3,100				890						3,900							
%	3.5	3.2	*		3.8	* 1.0					4.4	2.9	*		3.6	*	3.9	*
%	12	11	*		12	* 4					12	8	*		10	*	11	*
%	3.0	3.3		3.7	3.8	1.0	1.1				2.8	3.1		3.4	3.7	3.8	4.0	4.0

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{							7,350											
%							8.3		6.7	*	8.4	*	8.9	*	8.1	*	8.6	*
%							24		21	*	26	*	26	*	23	*	24	*
%							6.1		7.4		8.5		9.0		8.3		8.5	

CBS SPORTS SUNDAY  
NFL PRE SEASON GAME  
(1:00-4:02)**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{																		
%																		
%																		
%																		

NBC SPORTS SPCL

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

9.6		10.9		11.5		10.9		10.6		10.7		11.4		10.9		11.3
35		37		38		35		32		31		32		30		30

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.1		4.0		4.6		4.0		3.4		2.9		3.2		2.7		2.9
11		14		15		13		10		8		9		7		8

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2		1.4		1.3		1.1		1.0		1.2		1.3		1.3		1.2
4		5		4		4		3		3		4		4		3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.4		5.6		6.0		5.7		5.8		6.0		6.5		6.8		7.1
20		19		20		18		18		17		18		19		19

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.9		3.3		2.4		2.4		2.4		2.7		3.2		2.7		2.6
14		11		8		8		7		8		9		7		7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45					
HUT	37.1	37.1	36.1	36.3	36.5	37.1	37.3	37.9	40.1	41.3	41.7	41.9					
ABC TV																	
PGA CHAMPIONSHIP-SUN (2:00-6:00)																	
ABC WORLD NEWS TONIGHT-SUN																	
AVERAGE AUDIENCE (Hhids (000) & %)		4.9	*		5.3	*		5.9	*			4,700					
SHARE AUDIENCE		13	*		15	*		16	*			5.3					
AVG. AUD. BY 1/4 HR	4.8	5.1	5.2	5.4	5.8	5.9	4.9	4.1				12				5.2	
CBS TV																	
(1)																	
CBS EVENING NEWS-SUNDAY																	
AVERAGE AUDIENCE (Hhids (000) & %)									6,200								
SHARE AUDIENCE									7.0								
AVG. AUD. BY 1/4 HR	7.2								16								
6.6 7.4																	
NBC TV																	
SPORTSWORLD (4:00-6:09)																	
NBC NIGHTLY NEWS-SUN																	
AVERAGE AUDIENCE (Hhids (000) & %)	3,460											4,340					
SHARE AUDIENCE	3.9	4.0	*		3.8	*		3.5	*			4.9					
AVG. AUD. BY 1/4 HR	4.0	4.1	3.8	3.8	3.6	3.4	3.6	4.1	4.7			11					
5.0 4.8																	
INDEPENDENTS (INCL. SUPERSTATIONS)																	
AVERAGE AUDIENCE	12.7		13.0		13.1		13.0		13.4		14.0						
SHARE AUDIENCE %	34		36		36		35		33		33						
SUPERSTATIONS																	
AVERAGE AUDIENCE	3.0		3.3		4.0		3.6		3.9		3.7						
SHARE AUDIENCE %	8		9		11		10		10		9						
PBS																	
AVERAGE AUDIENCE	1.3		1.3		1.4		1.8		1.4		1.4						
SHARE AUDIENCE %	4		4		4		5		3		3						
CABLE ORIG.																	
AVERAGE AUDIENCE	7.3		6.9		6.6		7.0		6.4		6.3						
SHARE AUDIENCE %	20		19		18		19		16		15						
PAY SERVICES																	
AVERAGE AUDIENCE	3.2		3.1		3.1		3.4		3.5		3.2						
SHARE AUDIENCE %	9		9		8		9		9		8						

U.S. TV HOUSEHOLDS: 88,600,000  
(1) CBS SPORTS SUNDAY.NFL PRE SEASON GAME.CBS.(1:00-4:02)

For explanation of symbols, See page B.



SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN  
FOR CHILDRENS PROGRAMS

SATURDAY, AUGUST 13, 1988

PROGRAM NAME	START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:						
			NET	UNDER 18 AA% (0,000)		UNDER 12 AA% (0,000)		UNDER 6 AA% (0,000)	
ABC WEEKEND SPECIALS (R) (B)									
1.00PM	30	ABC	2.3	79	2.7	67	3.0	48	
ALF-SAT MORN									
10.00AM	30	NBC	8.5	287	9.6	239	10.6	168	
ALL NEW POUND PUPPIES									
8.30AM	30	ABC	4.2	143	4.6	115	4.1	66	
ALVIN AND THE CHIPMUNKS									
10.30AM	30	NBC	10.1	341	10.7	266	11.6	184	
ANIMAL CRACK-UPS									
12.00NN	30	ABC	5.5	187	5.6	141	4.8	76	
BUGS BUNNY/TWEETY SHOW I									
11.00AM	30	ABC	8.1	275	8.1	201	7.4	117	
BUGS BUNNY/TWEETY SHOW II									
11.30AM	30	ABC	9.7	328	9.7	243	8.7	139	
DENNIS THE MENACE									
11.30AM	30	CBS	6.1	208	7.3	183	7.9	126	
FLINTSTONE KIDS									
9.30AM	30	ABC	6.7	226	7.9	196	7.4	118	
FOOFUR									
12.00NN	30	NBC	5.7	194	6.4	159	6.8	109	
FRAGGLE ROCK									
11.00AM	30	NBC	9.1	308	10.1	251	12.1	192	
GALAXY HIGH SCHOOL									
12.30PM	30	CBS	7.2	243	8.2	205	8.6	137	
GUMMI BEARS									
8.00AM	30	NBC	4.9	166	5.5	138	6.2	99	
HELLO KITTY									
8.00AM	30	CBS	3.6	121	4.3	106	4.9	78	
I'M TELLING									
12.30PM	30	NBC	4.0	137	4.4	110	4.2	66	
LITTLE WIZARDS									
8.00AM	30	ABC	2.2	75	2.1	51	1.6	26	
MIGHTY MOUSE									
10.30AM	30	CBS	7.2	244	9.2	229	10.3	163	
MUPPET BABIES I									
8.30AM	30	CBS	5.4	183	6.4	160	7.3	116	
MUPPET BABIES II									
9.00AM	30	CBS	8.1	275	10.0	249	10.5	166	
MUPPET BABIES III									
9.30AM	30	CBS	9.3	314	11.4	284	11.4	181	
MY PET MONSTER									
9.00AM	30	ABC	6.3	213	7.4	185	7.3	116	

**SPECIAL REPORT:HOUSEHOLDE WITH CHILDREN  
FOR CHILDRENS PROGRAMS**

**SATURDAY , AUGUST 13, 1988**

PROGRAM NAME	START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:					
			NET	UNDER 18 AA% (0,000)		UNDER 12 AA% (0,000)		UNDER 6 AA% (0,000)
NEW ARCHIES	11.30AM	30	NBC	7.3	246	8.1	201	9.6 153
PEE WEE'S PLAYHOUSE	10.00AM	30	CBS	10.4	352	12.9	322	14.1 225
POPEYE & SON	11.00AM	30	CBS	6.9	235	8.4	209	9.5 152
REAL GHOSTBUSTERS I	10.00AM	30	ABC	8.3	282	9.5	238	10.1 161
REAL GHOSTBUSTERS II	10.30AM	30	ABC	9.3	314	10.4	260	11.1 177
SMURFS I	8.30AM	30	NBC	6.1	207	6.8	171	8.9 141
SMURFS II	9.00AM	30	NBC	7.0	235	8.2	204	10.5 167
SMURFS III	9.30AM	30	NBC	8.1	274	9.5	237	11.2 179
TEEN WOLF	12.00NN	30	CBS	7.1	241	8.5	211	9.3 147

UE: 33810

UE: 24940

UE:15920

INTAB: 1310

INTAB:971

INTAB:623

**EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:**

IFR - BELOW MINIMUM INTAB STANDARDS  
 << - BELOW MINIMUM RATING STANDARDS  
 LT - BELOW MINIMUM PROJECTION STANDARDS